

C O P Y

February 20, 1964

Mr. Harold Hayes, Editor
Esquire
488 Madison Avenue
New York 22, New York

Dear Mr. Hayes:

I thought the CIA article was well positioned and the format was excellent.

I am sure that you had nothing to do with the advertisement that appeared in the New York Times, as advertising directors have a way of going their own way, but I must tell you that it astonished and concerned me very deeply.

Both the advertisement and the sticker leaf that appears on the cover of Esquire reads "Congressman Lindsay Blasts the CIA." The article does nothing of the kind; in fact, it is quite complimentary about the CIA's own recognition of the problem. If you talk to Erik Wensberg, he will confirm that we went to great lengths to avoid a title that would use the word "blast" or something even close to that.

The New York Times advertisement goes on and says, "Congressman Lindsay rips away at the CIA...Learn the true facts behind the blundering Bay of Pigs invasion. Discover the real story behind the fiasco in Vietnam." The article does no such thing. In fact, it doesn't even come close to doing what is said in the advertisement. It is not even a reasonable assessment of what the article is about, and I would think that the readers would be very disappointed when they find that the article is a very moderate reasoned discussion of a recognized problem.

Erik would tell you of my original concern that this article not appear in the context of a blast or a ripping away, et cetera, et cetera, and you will therefore understand my deep concern over the tenor of the advertisement.

Sincerely,

John V. Lindsay, M.C.

JL:Mjs